

Implementation plan Finished

Study unit	Service Logic-Based Strategic Management (A9300), 5.0
Implementation	HYA21611: 1/2016-2017 (29.08.2016 - 23.12.2016)
Type	SERVICE LOGIC DRIVEN INNOVATION AND DESIGN COMPETENCES (A862)
Groups	Primary: HYA216SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	16.05.2016 08:00 - 31.05.2016
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Kaartti Virpi (Other teacher), Ojasalo Jukka (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group Language: English Virtuality: 1 cr Integration of R&D: 3 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	23.01.2017 Storing of graded material ends.: 23.12.2017
Exam days	
Having completed the study unit the student is able to	• explain the strategic shift to service-based business logic and its impact on corporate level • analyse a company's strategy and strategic choices • master the key concepts, principles and methods of strategic management
Previous studies	
Contents	• Strategic planning, principles and methods, particularly in services • Formulation of radically new business strategies in service business • Innovative business and revenue models • Competitive factors in services • Impact of a new business strategy on customer strategies, competence strategies and internal processes
Study material	Study material will be published in an e-learning environment (optima).
Tutoring and communication	Via email and during the study unit also in optima workspace.
Evaluation criteria and methods	Evaluation criteria of a study unit in master studies.
Project (name)	Students' own projects for their employer or for some other organization.
Other arrangements	Contact days 6.10., 11.11. & 10.12.2016 at 9-16:30